

Peer Review Project 2013: Opening Doors

Effective use of Equality and Diversity Impact Measures (EDIMs)



- Project outline:** Evaluate how effective each member is in narrowing achievement gaps and improving participation
- Lead partner:** Construction Industry Training Board (CITB)
- Other partners:** JTL, BEST and Carillion
- Project category:** Effective Equality & Diversity Improvement

Summary of outcomes:

- Use of historic data to identify any 'spikes' regionally and nationally between groups of learners
- Use this to develop positive action to support those less likely to be recruited or achieve
- Monitor effectiveness of actions / support in addressing barriers to recruitment and achievement



Outcomes in detail:

Use of historic data to identify any 'spikes' regionally and nationally between groups of learners

The EDIMs strategy has contributed to an Ofsted judgement of Outstanding and a Gold Award from Equality North East (ENE). Both Ofsted and ENE judged that the EDIMs project is making significant impact on our work.

The EDIMs development has produced a 'Toolkit' for using demographic data to develop targets for recruitment, followed by comprehensive monitoring throughout the learner journey, linked to progress and learner feedback. This now forms the central design of our learner involvement strategy and helps to fulfil the key learner-focused objectives of our organisational Single Equality Scheme.

Use this to develop positive action to support those less likely to be recruited or achieve

A number of projects have been developed to address barriers to recruitment and success. These also contributed to the Ofsted Outstanding judgement. A booklet called "[How we make a difference](#)" has been developed to highlight the impact of actions and interventions taken to support learners. The booklet uses case studies from across the provision to demonstrate how young people have been supported to overcome significant learning and social barriers.

Job roles have also been reviewed to prioritise activities, this action has been fully informed by data gathered and analysed through the project. A number of focused 'sub-projects' are now underway that are benefiting from data and good practice identified during the project. These are linked to recruitment and IAG initiatives aimed to address under-representation.

Monitor effectiveness of actions / support in addressing barriers to recruitment and achievement

This is now included as a key objective in the CITB Strategic Equality Plan. It was a significant factor in demonstrating improvements to addressing under-representation at recent Ofsted inspection.

How will this work improve provider practice in the future?

At CITB the EDIMs strategy is now the main vehicle for fulfilling the aims of the Strategic Equality Plan. This will impact on the recruitment, success, progression and enjoyment of learning. The EDIMs 'toolkit' was presented at CITB's recent Ofsted inspection and contributed to the award of its Outstanding grade. Inspectors were particularly interested in the interactive nature of the toolkit and its effective use of construction industry data. Since inspection, CITB have had a number of requests from external agencies to use the toolkit (e.g. a group has asked if it could be used by employers to develop understanding and address recruitment barriers in the construction industry).

The use of 'ambassadors' has been successful with most partners in the group, although success at CITB has been mainly with technician and management level learners. Ambassadors are trained in presentation skills and their time reimbursed to their employers. At JTL a second phase is planned which will utilise employers of apprentices in breaking down misconceptions and stereotypes that other employers might have about employing women as apprentices.

JTL have developed (at their own cost) a suite of short films that are shown as part of the induction process. These hard-hitting film clips stimulate good discussion and debate with the new apprentices about a variety of E+D topics and build a good base to continue apprentice E+D education throughout their programme.

The induction activity is complemented by a booklet of E+D topics and questions which is utilised at every learner progress review to ensure apprentices' E+D awareness and education is continually expanded. This area of JTL's provision was deemed 'best practice' at JTL's recent Ofsted inspection.



Key learning, tips and messages:

Job roles should include specific responsibilities and targets relating to equality and diversity. For example, at CITB, Company Development Advisers and Careers Advisers now play a vital role in working with employers to fully explain the advantages of having a diverse workforce. In addition, this role also includes raising the profile of higher level qualifications, paving the way for progression for learners. This engagement with employers is critical in securing change.



The most successful initiatives have been developed in partnership with (or after consulting with) learners. It is easy to wrongly second-guess what young people think or need. For example, at CITB the most important information required by learners was perceived to be in regard to bullying. However, after consulting with learners, bullying was ninth in a list of ten concerns held by young people. The biggest concern to learners was their ability to learn and progress. As a consequence, CITB changed its induction and early stages of the programme to ensure young people were able to make a smooth transition from school to work and the learning environment. In addition, during the first stages of learning staff take time to celebrate success and progress to build confidence and self-esteem.

Equality needs to fully include support for learning in the broadest possible sense. This ensures that actions and interventions are measured against their impact on improving participation and learner success and the enjoyment of learning.



Other information:

Download the CITB resource "[How we make a difference](#)" (success stories and case studies).

Project contact john.watson@citb.co.uk
CITB website <http://www.citb.co.uk/>

Potential work extension:

The group feels future projects should include work with employers. The project clearly identified employers as a key success factor or barrier to improving equality in the industry.